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Robots Are Everywhere at the Year's Biggest Tech Show

Augmented reality, autonomous vehicles and more from CES 2018.

Bloomberg News

January 8, 2018, 8:47 PM EST

Updated on January 10, 2018, 7:59 AM EST

Electric and driverless are playing a big part at this year's CES, as makers of high-tech cameras, batteries and artificial intelligence software vie to climb into automakers' dashboards.





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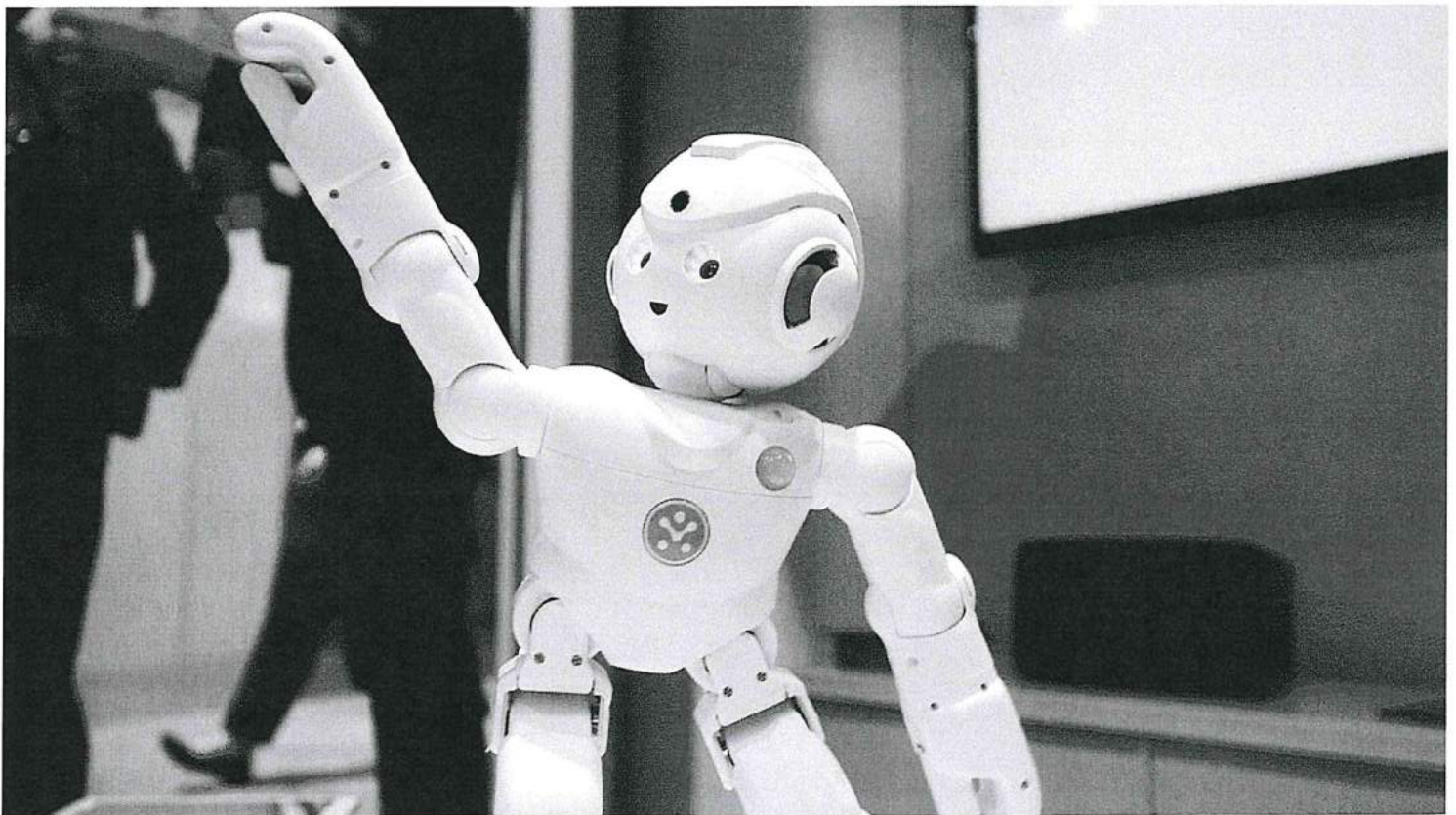
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An Ubitech Laya humanoid robot performs a dance.

Photographer David Paul Morris/Bloomberg


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
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Toyota's Concept-i, left, and Concept-i Ride, right.
 Photographer: David Paul Morris/Bloomberg




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Photo by David Laundy



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
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An attendee wearing a Samsung Electronics Gear virtual reality headset rides the Flying Duo simulator.

Photographer: David Pitt-Morey/Bloomberg



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The steering wheel of the Byron electric concept vehicle.
 Photographer: David Paul Murray/Bloomberg

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An attendee wears a Lenovo augmented reality headset while playing a Star Wars Jedi Challenges game.
 Photographer: Patrick J. Fahy/Bloomberg

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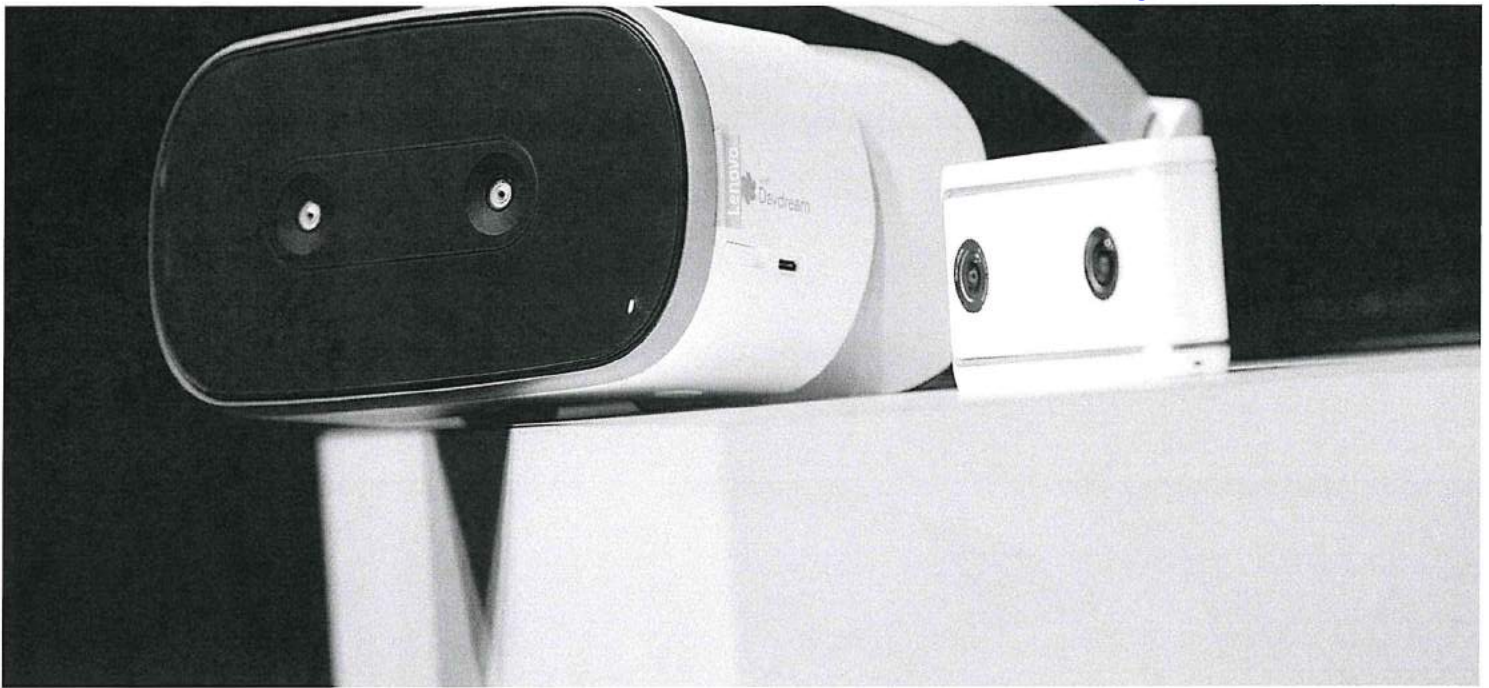
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The Lenovo Mirage Solo VR headset with Google Daydream and Mirage Camera.

Photographer: Patrick T. Fallon/Bloomberg




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Photographer David Paul Morris/Bloomberg

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Richard Yu, chief executive officer of Huawei Technologies Co., holds the Mate 10 Pro smartphone while speaking during the company's keynote event.

Photographer David Paul Morris/Bloomberg

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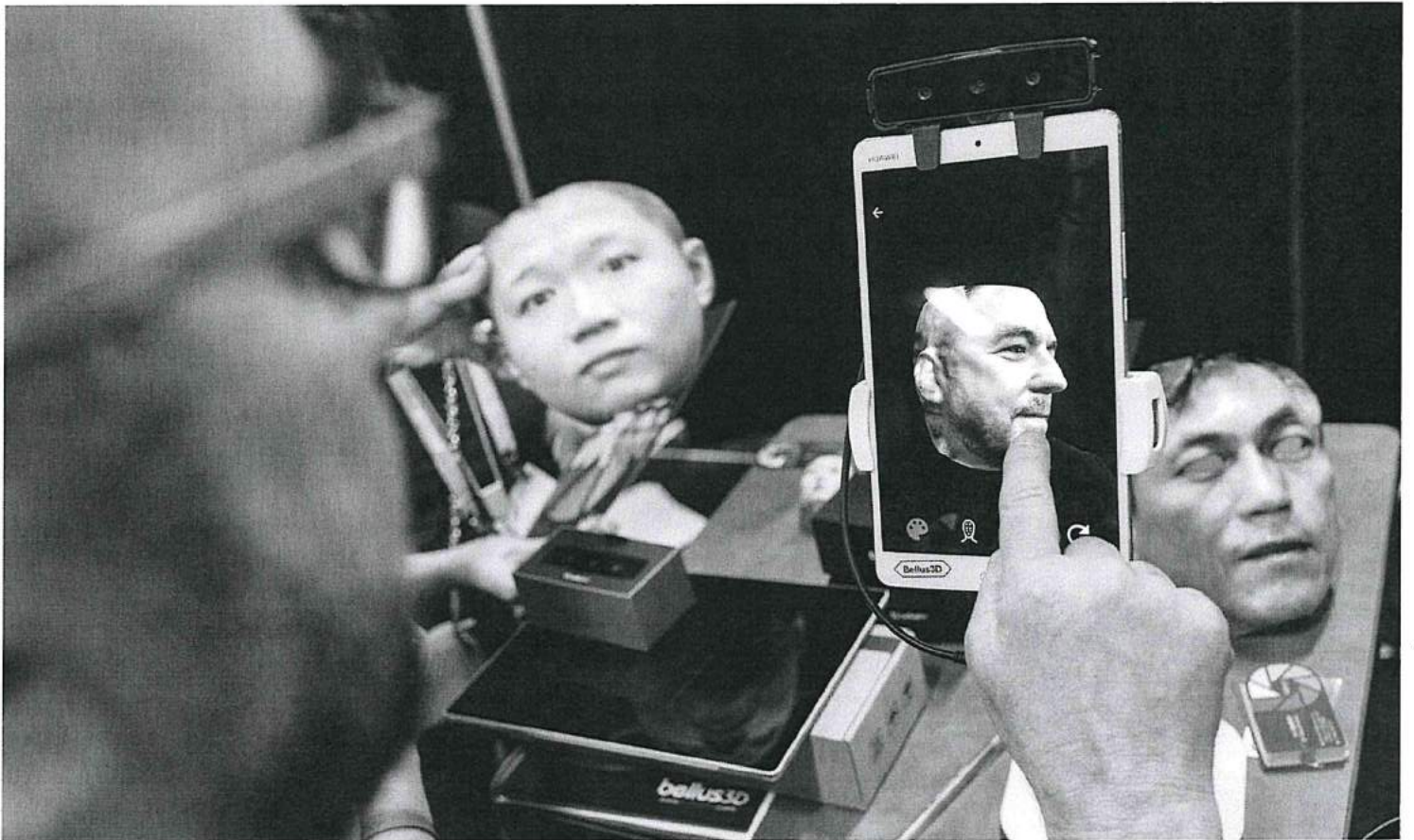
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A ForwardX Robotics CX-1 self-driving, intelligent, carry-on suitcase moves among attendees.

Photography: David Paul Morris/Bloomberg



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
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Spartan SAS radiation blocking boxer briefs worn by attendees.

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
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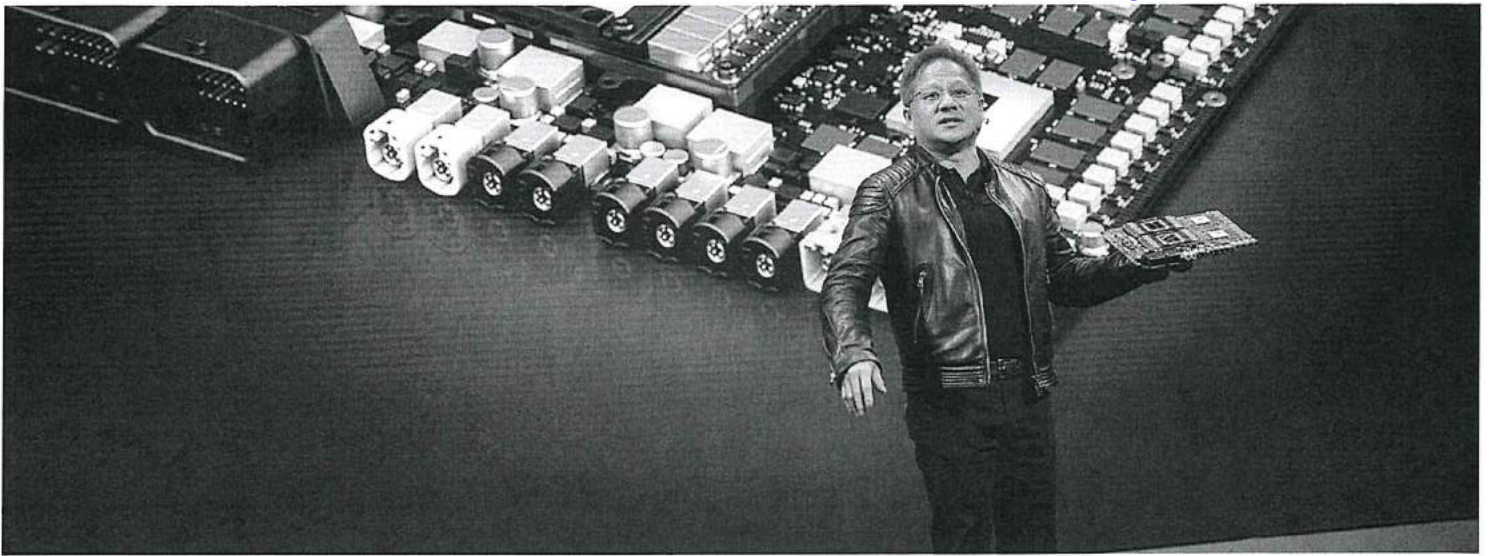
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Jen-Hsun Huang, president and chief executive officer of NVIDIA Corp., holds the Nvidia Drive Pegasus roboTaxi AI computer during an event.
 Photographer: David Paul Morris/Bloomberg



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A Mira Fertility personalized ovulation monitoring system.

Photograph by Patrick T. Faherty/Bloomberg

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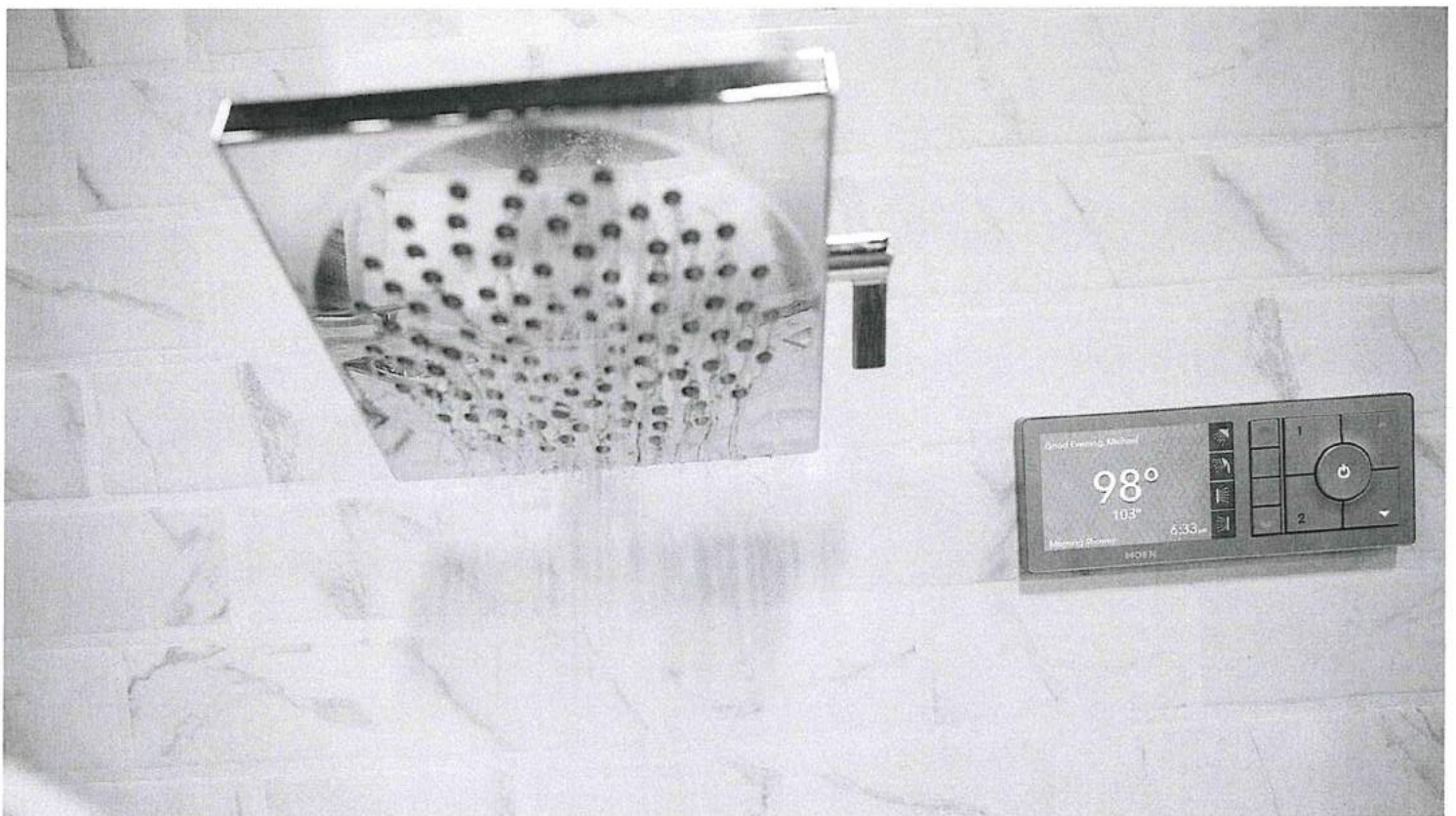
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An attendee tries a FoldiMate Inc. robotic laundry folding machine.

Photographer Patrick T. Fallon/Bloomberg




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
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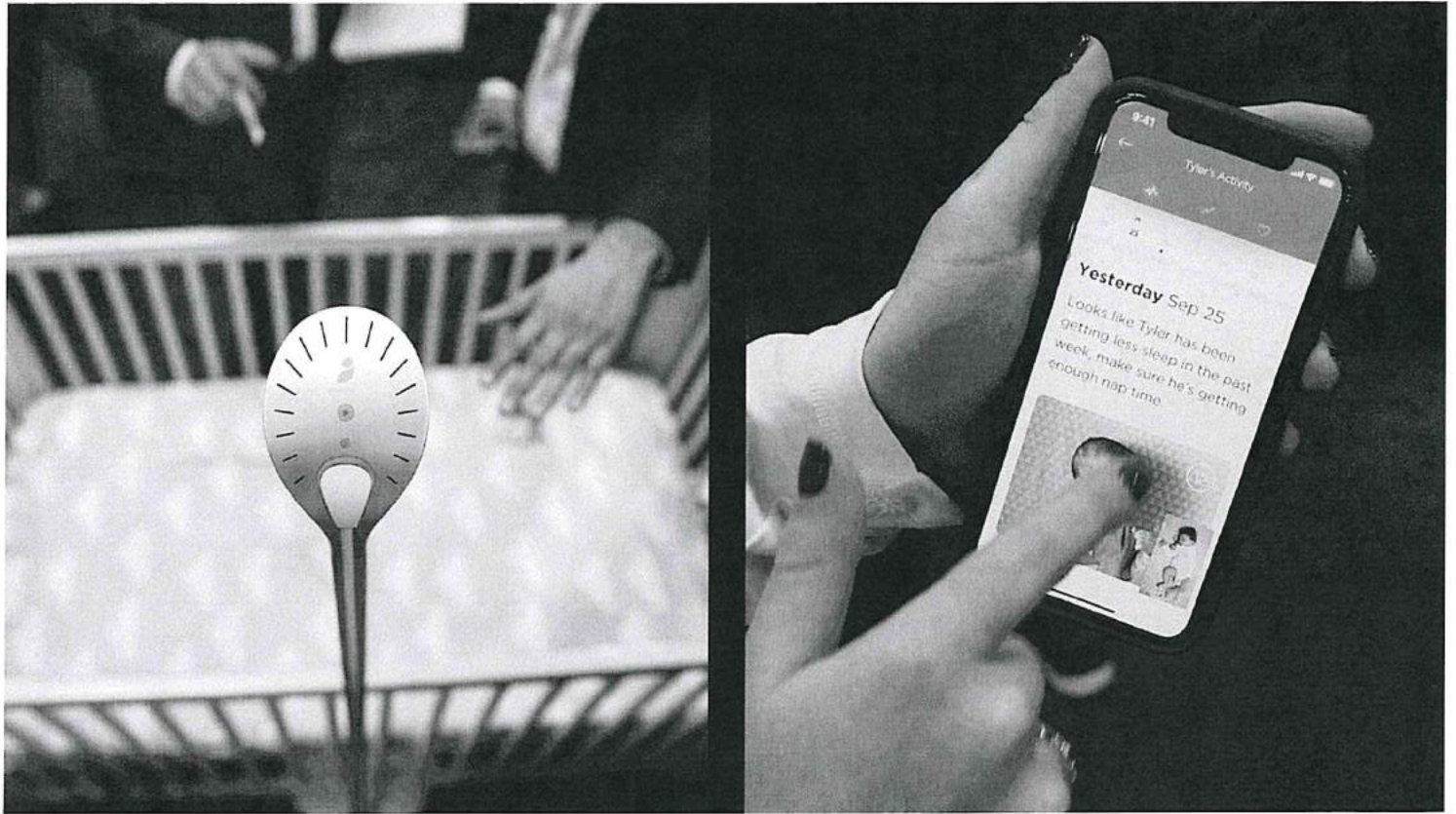
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The Locomo Cam Clarity baby vital signs monitor and app are displayed over a crib.

Photographer: Patrick J. Fullerton and David Paul Morris/Bloomberg


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
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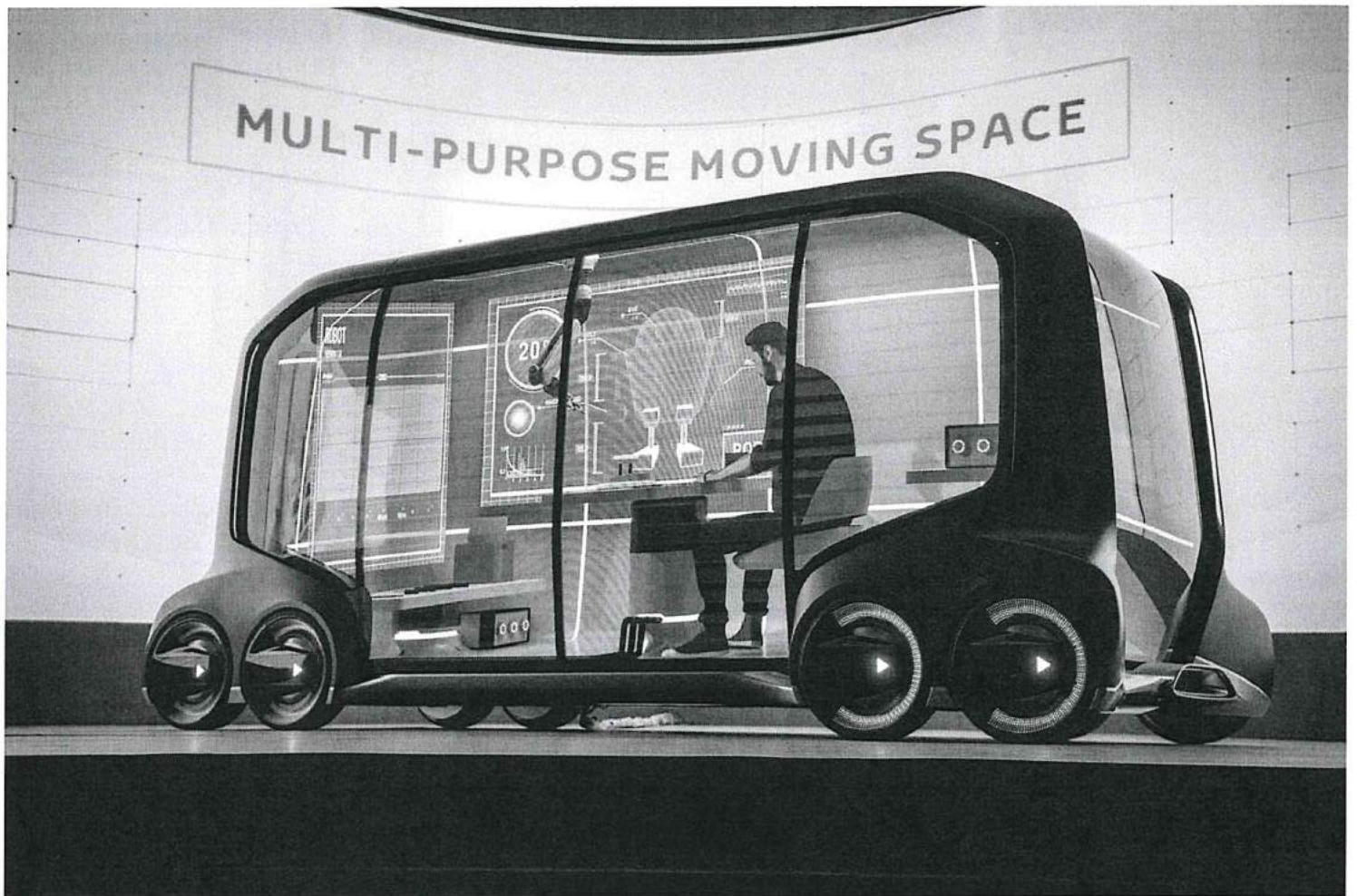
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The LG Electronics Inc. CEO Serving Robot (left), Pioneer 3-XXIII-XL (center) and Shopping Cart Robot (right).
 Photographer: Patrick T. Fallon/Bloomberg



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
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Attendees take photographs of the Sony Corp. Aibo dog at the company's booth.

Photographer: Patrick J. Fallon/Bloomberg




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
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An attendee wears a Sony Corp. PlayStation-4 virtual reality (VR) headset.

Photographer: Patrick T. Fallon/Bloomberg



Attendees take photographs of the Samsung Electronics Co. Family Hub stainless steel smart refrigerator.


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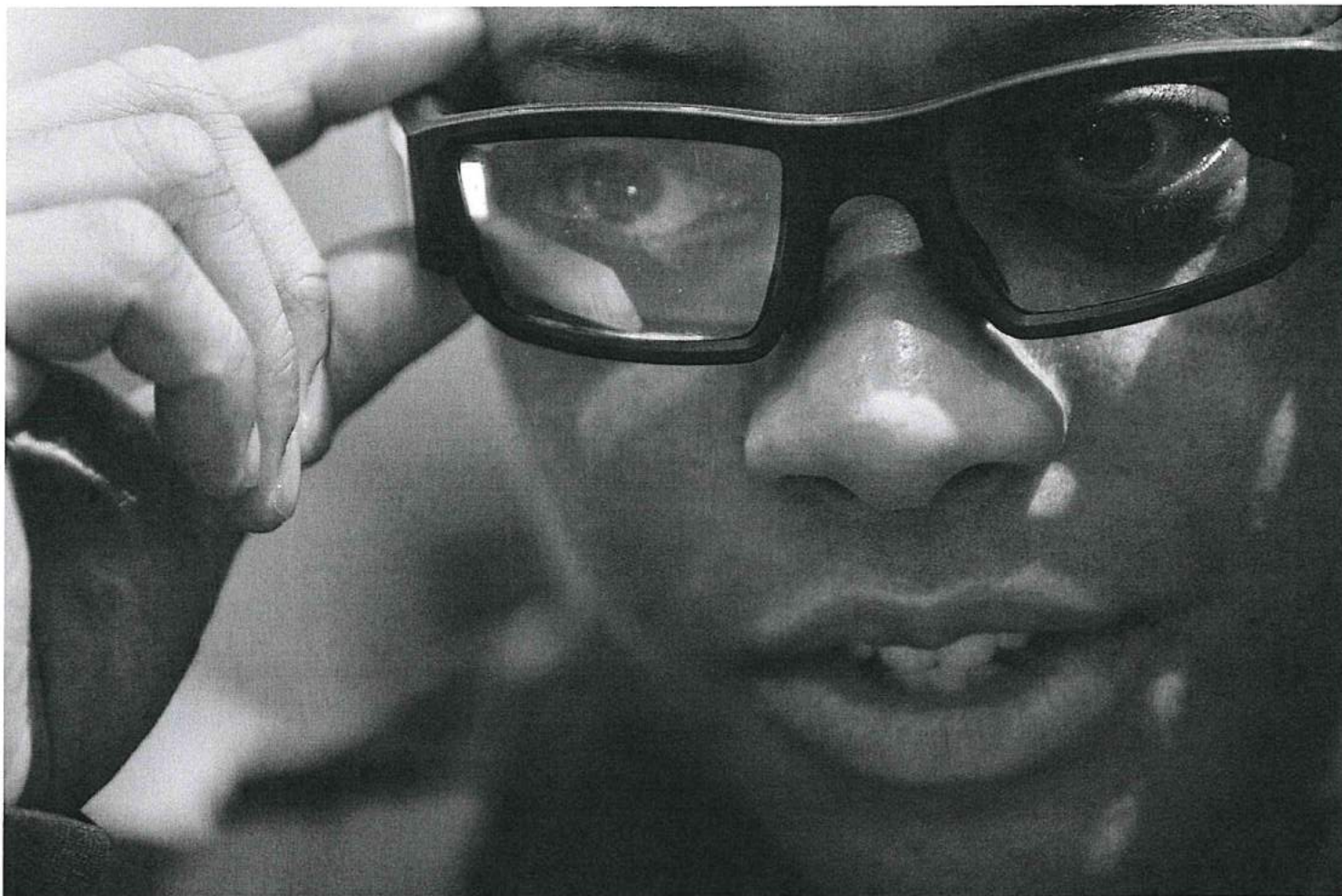
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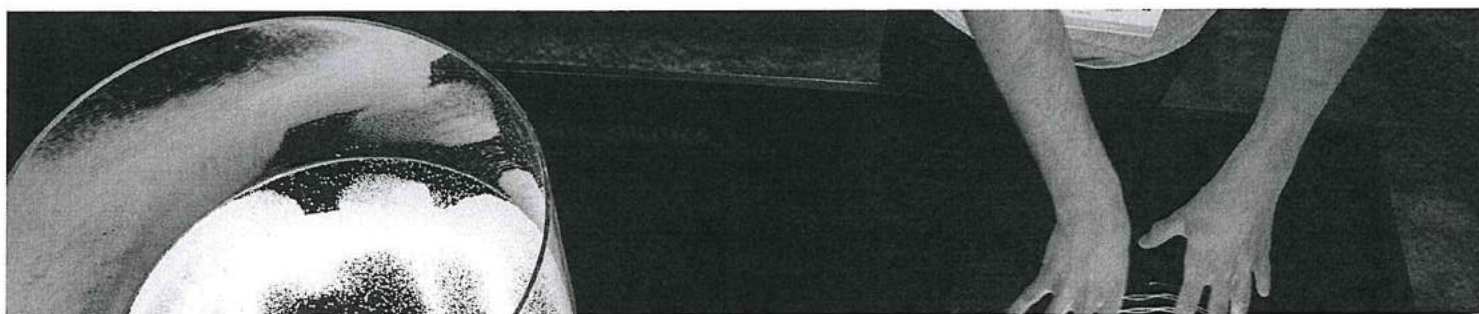
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An attendee wears Virgin Corp. Blade augmented reality (AR) glasses enabled with Amazon.com Inc. Alexa voice assistant, during the Pexipom Digital Experience event.

Photo: Zachary Patrick L. Fulton/Bloomberg




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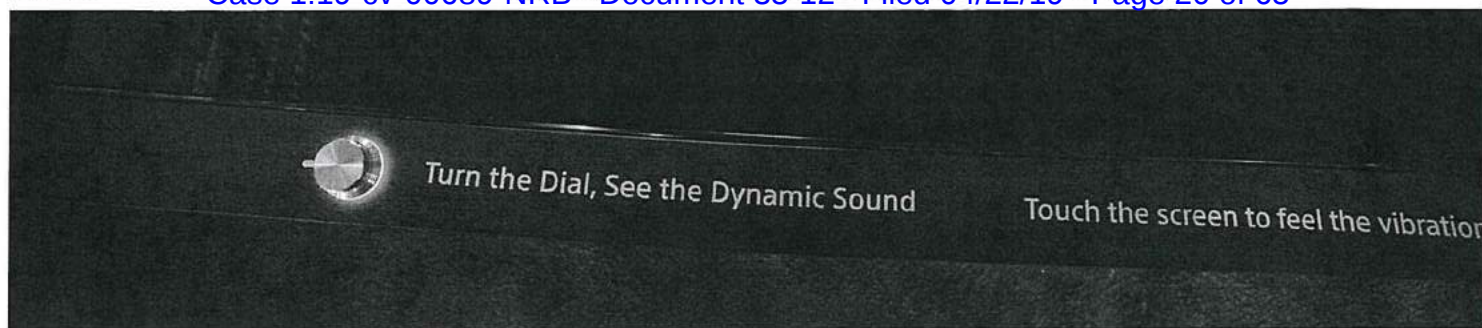
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Grains move across the surface of a Bravia brand organic light-emitting diode (OLED) television screen as Acoustic Surface technology is demonstrated at the Sony Corp. booth.

Photographer: Patrick T. Fallon/Bloomberg



A representative demonstrates the Lenovo G7000 Ltd. Smart Display with Google Assistant.

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
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
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A Dell Inc. XPS 15" XPS 2-in-1 laptop computer is displayed before the company's press conference.

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
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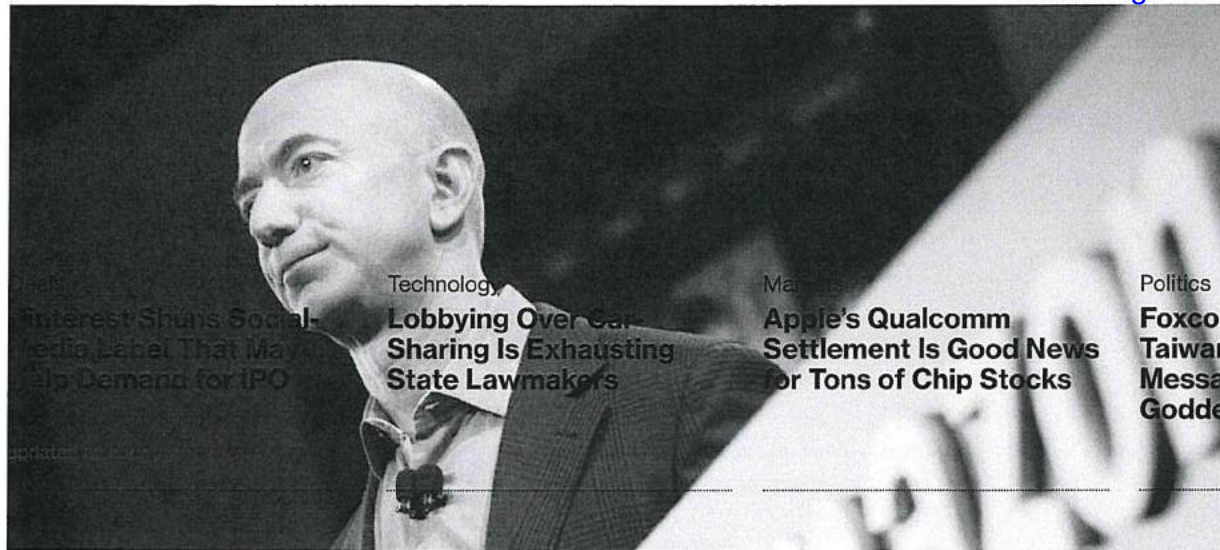
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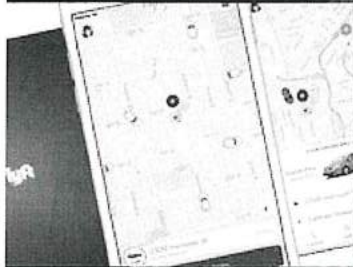


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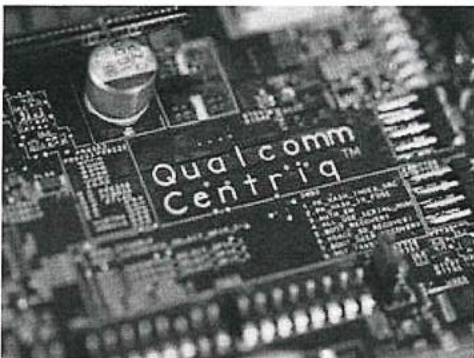
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What to Watch

Apple, Qualcomm End Legal Battle

The race for 5G has forced Apple to end a long-running legal battle with Qualcomm. The iPhone maker had planned to use Intel chips to deliver the next generation wireless technology, but recently it decided to go to the company it was fighting with, Qualcomm. Bloomberg Intelligence's Matthew Bloxham discusses the situation on "Bloomberg Markets: European Open." (Source: Bloomberg)

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
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
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CEO Behind Amazon Alexa-Enabled Wearable: Why Smart Glasses Have Failed so Far

Vuzix CEO Paul Travers discusses the wearable company's new Blade glasses, how the Amazon partnership came about and the state of the AR-powered wearable market.

By Annie Palmer

Updated: Jan 10, 2018 3:06 PM EST

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If there's one prevailing trend at CES 2018 this year, it's that Amazon's (**AMZN** - Get Report) Alexa voice assistant is showing up in a lot more places than just your smart speaker.

Plenty of devices are being taken over by Alexa, including light switches, TVs, refrigerators, mirrors and cars, but perhaps one of the most exciting additions involves the first-ever, Alexa-powered smart glasses. Enterprise-focused wearable maker Vuzix Corp. (**VUZI** - Get Report) is the company behind the glasses, called the Blade, that aims to bring Alexa right in front of your eyes. The \$1,000 glasses are on display at CES in Las Vegas this week, but aren't expected to ship until the second quarter.

Vuzix, founded in 1997, may have built a pair of augmented reality glasses that can finally help bring the technology to the masses. Prior attempts, such as Alphabet's (**GOOGL** - Get Report) memorable Google Glass, never took off, while others such as Magic Leap's mixed reality goggles or Microsoft's (**MSFT** - Get Report) HoloLens, have yet to be widely released. The \$1,000 Blade isn't as cheap as Snap's (**SNAP** -

Get Report) \$130 Spectacles, but Vuzix expects to slash the price to less than \$500 over time.



The \$1,000 Vuzix Blade is equipped with Amazon's Alexa voice assistant.

The Blade connects to the internet using WiFi or via Bluetooth to an iPhone or Android device, which mirrors notifications and other activity on the Blade's lens via a small, floating screen in the corner of the wearer's field of vision. A Vuzix spokesperson noted that the Blade can handle just about any Alexa skill, and the glasses also work with other apps, like Google's Waze, to serve up step-by-step directions right on the screen.

The Blade's design and interface try to remove a lot of the shortcomings of previous and current AR glasses. Unlike the Google Glass, which had intimidating glass and metal hardware, the Vuzix Blade is designed to look like a pair of Oakley sunglasses, with a convenient touchpad on the side of the frame that lets users take photos and swipe through and select notifications for incoming phone calls and text messages. It also weighs just three ounces, compared to Microsoft's 1.2 lb HoloLens, a detail that Vuzix CEO Paul Travers said was crucial in order for the Blade to be fit for everyday use.

"We have the philosophy that if you make something that people don't want to wear, you've already failed," Travers said in a phone interview.

Vuzix Blade™ Augmented Reality Smartglasses



Wall Street already seems to be optimistic about the Blade's future. Shares of Vuzix have skyrocketed more than 44% over the last five days since the Alexa-equipped glasses were announced on Friday. The stock continued to climb this week, with shares rising 2.9% to \$9.00 on Wednesday early afternoon, bringing its market cap to about \$218 million.

TheStreet sat down with Travers this week to talk about the Vuzix Blade, how the Amazon partnership came about and the state of the AR-powered wearable market. Below is a condensed version of the conversation, which has been lightly edited for length and clarity.

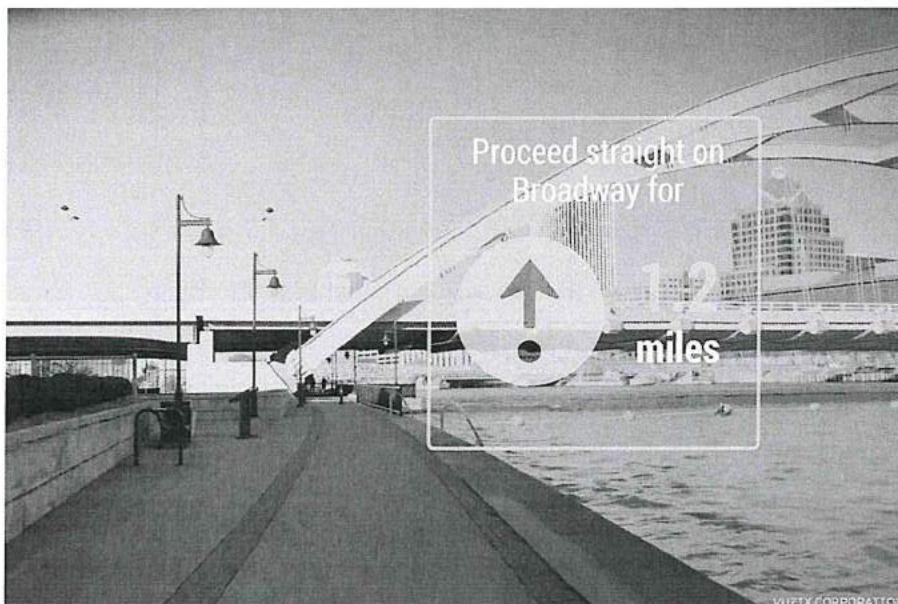
TheStreet: *What's your assessment of the AR glasses market?*

Travers: In our opinion, most of our competitors today are using optics from the days of Copernicus. It's stuff that's refractive and reflective, lenses you might find in a telescope. If you look at Google, they realized they couldn't make the glasses look good while keeping the high quality images. Or you get Facebook's (FB - Get Report) Oculus with the big, big displays and big lenses, but you end up having your head in a bucket. There are few companies that have the optics to make these things look trim.

Companies are trying to make a tour de force piece of technology. They load it up with stuff so that it's big and heavy. It all sits on the bridge of your nose and it feels like two Campbell's soup cans.

TheStreet: *How is the Vuzix Blade different from everything else that's out there?*

Travers: One of the unique things about the Blade is that it's three ounces and it gives you a field of view. It's got so much information on it but you can still interact with the real world. We haven't seen anyone else do that. Until you can solve that big, bulky, heavy, stupid look, it'll never be adopted by the mass market. HoloLens is cool, you can bolt a picture up on the wall, but give that to an employee on the plant floor and he'll laugh at you. So you'll find there's lots of research, but no real deployments happening.



The Blade can serve up turn-by-turn directions from navigation apps like Waze on the glasses' lenses.

TheStreet: *You didn't mention Snap's Spectacles when you mentioned AR glasses. Why is that?*

Travers: I never really thought of Snap's glasses as an AR device. It took a custom formatted picture and it only ran for 10 seconds. It had all kinds of technical issues going back and forth with the phone. And it kind of failed too.

TheStreet: *When you talk about smart glasses hitting the mass market, another important factor is obviously price. How was that factored into the process with the Blade?*

Travers: There's an ecosystem in everything around the Blade. As that grows, as the apps grow, the more it becomes a mass market product. But right now, we're seeing amazing market opportunity in the enterprise. We didn't want to come out with a price point that's consumer-oriented when we know that the enterprise market will easily pay \$1,000.

That said, we have a pile of companies that have consumer applications for it, so as that grows and as volume grows, we'll end up coming out with a second generation product. When we do, the price for the first generation device will come down.

TheStreet: *How did the partnership with Amazon come together?*

Travers: We've known the folks at Amazon for quite some time and have worked with them on enterprise applications, like their artificial intelligence engine. Some [Amazon] folks joined Vuzix in the last year, so through those connections, it was relatively easy to open the door and make the connection for Vuzix and our smartglasses.



Until now, Amazon's Alexa voice assistant has been restricted to its smart speaker and some internet of things devices.

You can imagine a lot of applications down the road that are beyond what Alexa can do now. You could stand in front of a concert poster and tell Alexa to buy tickets. Then, Alexa could come back and serve up an image on the Blade that shows you which seats are available. Alexa could then buy the tickets for you. Those are things you can't do with Alexa today.

TheStreet: *The Blade has generated a lot of excitement around Vuzix. Is M&A a possibility for you right now?*

Travers: There's lots of ways for value growth for shareholders and our focus is on building that value of Vuzix. In our opinion, we're really undervalued. If you look at companies like Magic Leap, they're worth billions of dollars. We're talking about a market that Apple (AAPL - Get Report) has said is worth billions of dollars. So we're focused on growing the value.

Who knows, though, if someone steps up to buy us for a billion. But we're not shopping and we're not looking to sell.

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Henrietta company Vuzix in spotlight at national tech show

Edward C. Baig, USA TODAY

Published 10:16 a.m. ET Jan. 9, 2018 | Updated 7:23 a.m. ET Jan. 10, 2018



(Photo: SHAWN DOWD/@sdowdphoto/2012 file photo)

"Alexa, what is it I'm looking at?"

You're used to summoning help from Amazon Alexa, the voice inside Amazon's Echo smart speaker, in your kitchen or by your bed.

If Amazon has its way, the artificial intelligence-infused Alexa digital assistant will be pretty much at your beck and call everywhere, and that means the bathroom, your computer and even in a product such as the see-through augmented reality glasses that Henrietta-based Vuzix will be showcasing this week during the mammoth CES tech show in Las Vegas.

More: [6 coolest gadgets from CES you'll likely see in your house this year](#)

[\(/story/tech/columnist/2018/01/09/ces-2018-6-coolest-gadgets-ces-youll-likely-see-your-house-year/1016072001/\)](#)

One of the most intriguing products to watch with Alexa will be [the Vuzix Blade AR Smart Glasses](#)

[\(https://d2iankuf53zudv.cloudfront.net/Content/Upload/PDFs/01_05_2018_Vuzix_Blade_Video_Launch_Final.pdf\)](#) that just might give life to a smart-glasses product category that — with Google Glass — garnered attention a few years back but has failed to get anywhere with consumers. Google Glass itself may make a return of sorts in the enterprise market.

More: [Vuzix Corp. sees future in augmented reality](#) [\(/story/money/business/2015/11/27/vuzix-corp-sees-future-augmented-reality/75954168/\)](#)

More: [Google Glass reborn for the enterprise market](#) [\(/story/tech/talkingtech/2017/07/18/google-glass-reborn-enterprise-market/488684001/\)](#)

The business, or at least so-called prosumer market, might be where we first see the Vuzix glasses. The idea behind the specs, which resemble sunglasses, is that you'll pair them with a smartphone you can leave in your pocket and purse. Then, with Alexa's help, you can have the glasses project directions, menus, weather reports, stock quotes, sports scores, social feeds other hands-free alerts, on an image that appears in front of your eyes.

And yes, you'll still be able to see your real life physical surroundings at the same time. The glasses weigh less than 3-ounces, but at around \$1,000 they'll weigh heavily on your wallet.

Vuzix is no newcomer, having taken home more than a dozen CES awards in recent years, most recently winning four awards for its Vuzix Blade. The company, founded in 1997, also has offices in the United Kingdom and Japan.

Spreading Alexa's voice has been Amazon's vision for some time, and was a major theme at last year's CES, too, with Alexa starting to infiltrate cars, fridges and other household appliances. This year, Amazon and its partners are taking Alexa even further, which seems critical since rival Google has similar ambitions for its own Google Assistant, the voice inside Android phones and Google Home speakers.

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At CES this time around, Amazon partners HP, Acer and Asus announced that Alexa will be coming to select Microsoft Windows 10 computers in 2018.

More: [CES 2018: Get ready for yet more \(yes more\) smart devices \(/story/tech/columnist/baig/2018/01/05/ces-2018-get-ready-yet-more-yes-more-smart-devices/999423001/\)](#)

More: [CES fail: No women keynote addresses triggers backlash \(/story/tech/2018/01/05/ces-women-diversity-keynote-speakers/1005021001/\)](#)

More: [You can't miss Google at tech's largest trade show this year \(/story/tech/talkingtech/2018/01/05/google-joins-ces-crowds-big-tech-jostles-dominate-smart-devices/1003939001/\)](#)

Adding a digital assistant to a computer is nothing new and how often Alexa, and in what capacity, you'll call upon Alexa on such machines remains to be seen. Apple's own vocal assistant Siri is a staple feature on Macs, while Windows 10 PCs sport Microsoft's counterpart Cortana. Among its own capabilities, Cortana can chime in to help you set up a brand new Windows 10 PC.

One place you might find Alexa is in the bathroom, with Kohler for example adding Amazon's assistant to what it calls the Verdere Voice Lighted Mirror. You can control the lights with your voice. Or you ask Alexa, among its numerous other skills, to catch you up on the news, weather, and traffic while you're shaving, say. The smart mirror will cost \$999 on up and become available in late March.

More: [5 coolest things we've seen at CES so far \(/story/tech/talkingtech/2018/01/08/ces-2018-5-coolest-things/1012114001/\)](#)

But Amazon wants Alexa nearby when you're out of the house, and not just on your phone or in the car or on a laptop. Just ahead of CES on Friday, Amazon announced the Alexa Mobile Accessory Kit toolkit. It's for device makers and manufacturers to bring Alexa to a gaggle of on-the-go products, including so-called hearables, headphones, smart watches, fitness devices, and the like. The kit will be made available to manufacturers later this year.

ADVERTISING



Amazon has already said that Bose, Jabra, iHome, Beyerdynamic, Bowers & Wilkins, among others, plan on adding Alexa to various Bluetooth audio devices in the coming months.

I briefly got to see the new phone, but I couldn't yet try the Alexa integration.

Meanwhile, I'm eager to see what other products Amazon, Google and others trot out this week at tech's biggest trade show.

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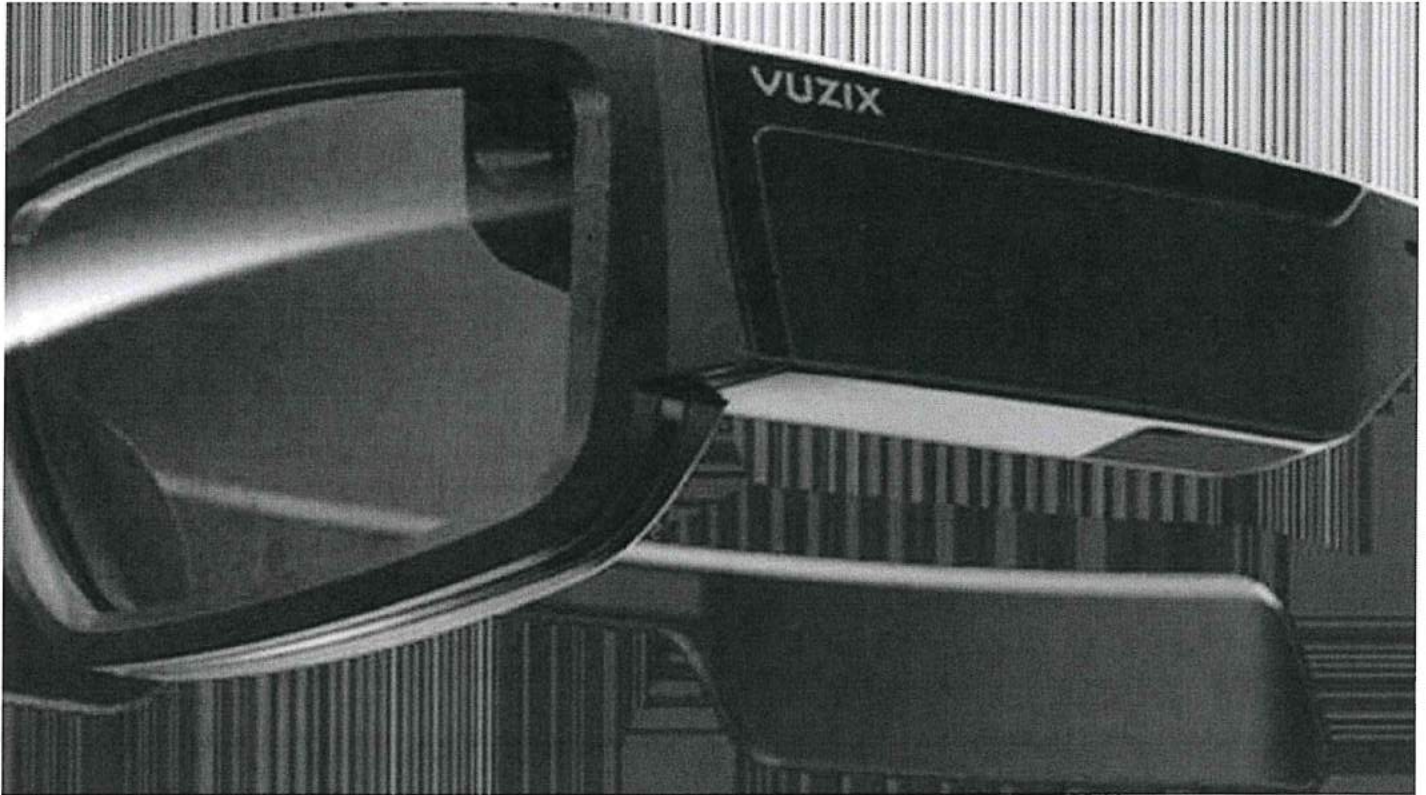


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CES • Published January 12, 2018

CES 2018: The best of this year's show

By Brooke Crothers, | Fox News



Vuzix Blade Smart Sunglasses. (Credit: Vuzix)

This year's CES had a lot of interesting and exciting new gadgets, but there were a few that stood out from the crowd.

Fox News has compiled a list of five categories and the offerings that stood out from the competition.

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CES 2018: 5 COOLEST THINGS WE'VE SEEN SO FAR

Best wearable: Smart glasses used Amazon's Alexa

Vuzix Blade Smart Sunglasses made a lot of "best of" lists this year at CES and for good reason – Vuzix could achieve what Google Glass didn't. It allows you to keep your head up while interacting with your device.

The Vuzix glasses have a couple of standout features, including the ability to query Alexa, Amazon's voice-enabled intelligent personal assistant.

Another is augmented reality, which lets you interact with objects floating in front of the device. Vuzix COO Paul Boris gave an example of a Harvard Business Review Android app downloaded to

the glasses. On top of the HBR static page, the glasses generate a moving 3D image (in this case robots making paper airplanes).



In a Vuzix video released this week, a jogger is shown getting a phone call on the glasses and seeing directions for the running course floating in front of him as he jogs.

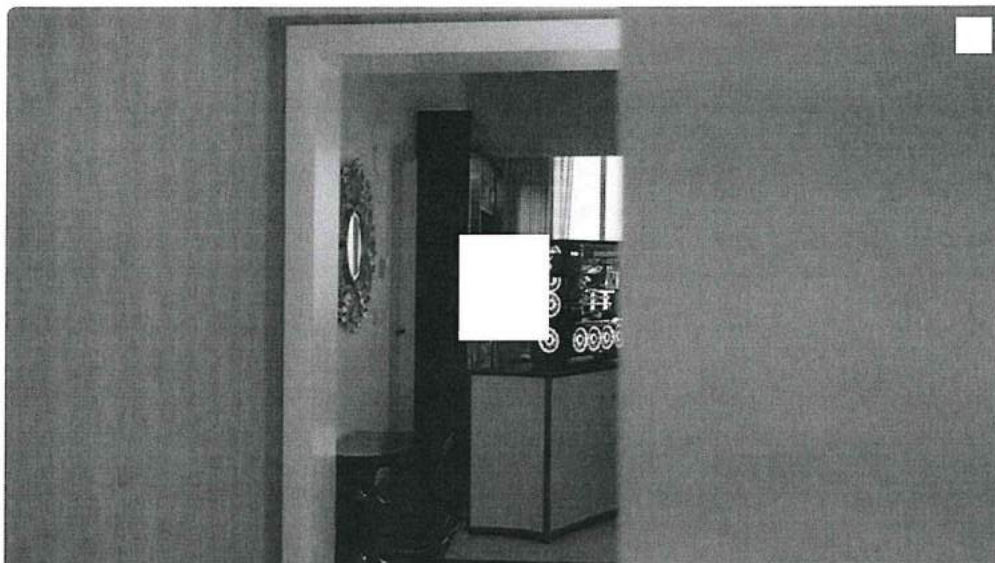


Vuzix will target enterprise customers first, then consumers.

The glasses, which run Android, will initially be priced at \$1,000 but that price will likely come down later. The company is targeting the second-quarter for a consumer version.

Best gaming PC: Digital Storm Project Spark

The gaming PC company launched what it called its "smallest high performance PC ever."



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We're taking CES 2018 by storm! This year we launch a tidal wave of exciting new PCs including SPARK, our smallest high performance PC ever!

Check out our live Twitch stream this Thursday at 3pm to find out all the details on our amazing new systems!

[twitch.tv/digitalstormpc](https://www.twitch.tv/digitalstormpc)

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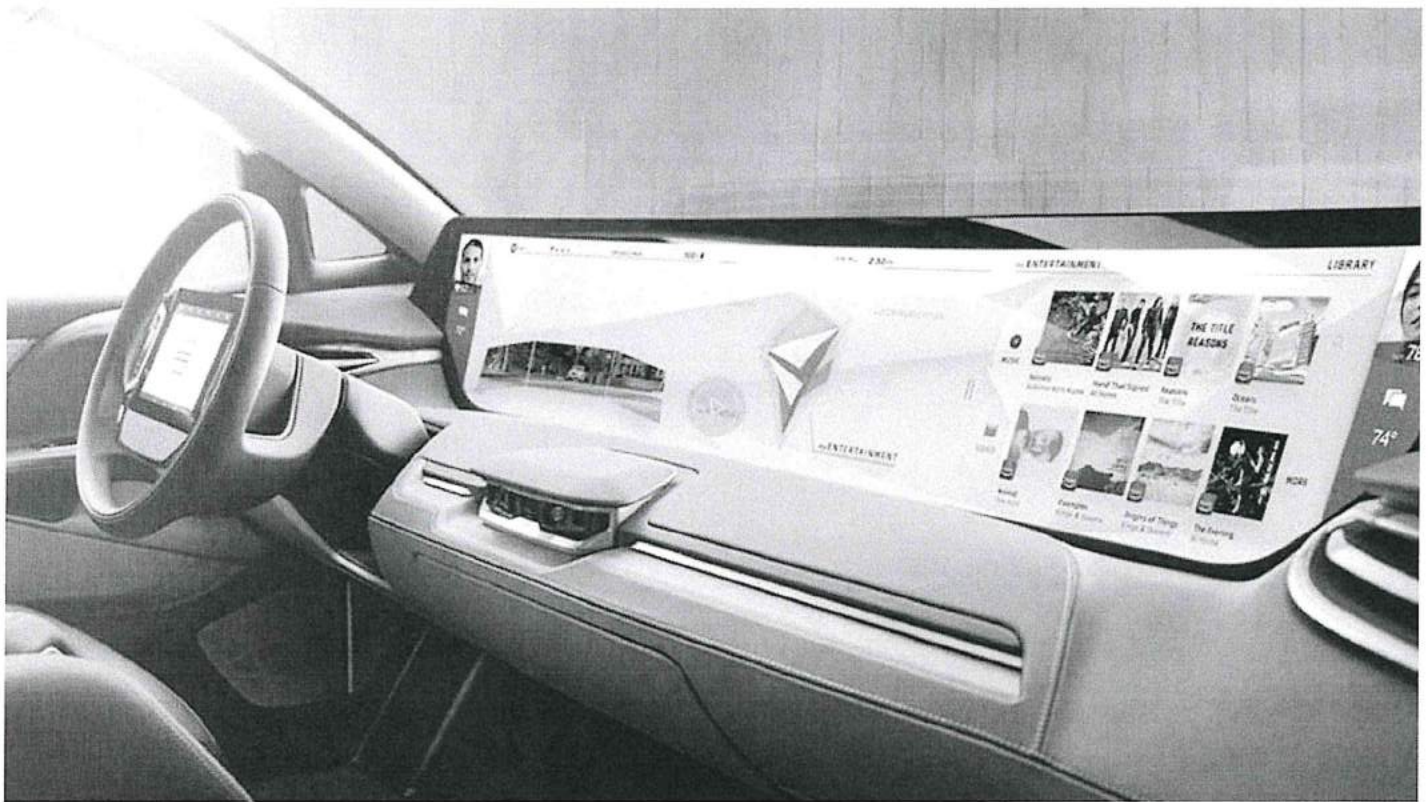
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The gaming rig is only 12 inches tall and 4 inches wide but "filled with enthusiast-level components as well as custom liquid-cooling piping," according to [PC Mag](#).

Pricing starts at \$1,299 but you can max it out with high-end components like an Nvidia GeForce GTX 1080 and an Intel Core i7-8700K processor.

CES 2018: NEW TECH YOU CAN USE THIS YEAR

Best concept car: Byton



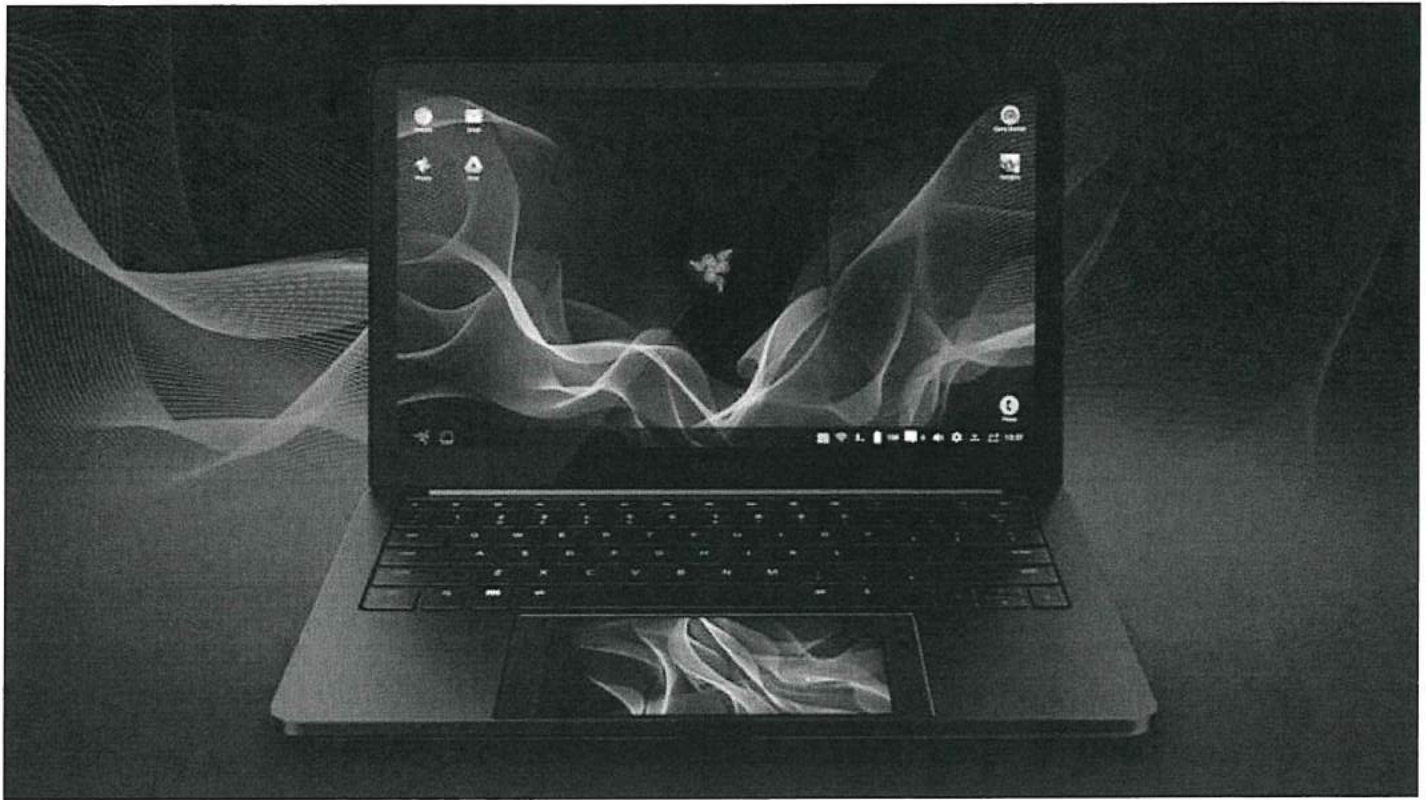
(Byton concept electric vehicle. Credit: Byton)

The Chinese brand is trying to take the computer-on-wheels proposition (a Tesla hallmark) to the next level.

Multiple modems and integrated flat antennas provide a bandwidth of up to 1,000 megabits per second, the company claims. The roomy infotainment system display – with an extra-wide screen – is controlled by gestures. The car will be designed to offer autonomous driving – the direction all major EV platforms are headed.

The concept is slated to have a range of up to 325 miles.

Best smartphone-laptop combination: Razer Project Linda



(Razer Project Linda. Credit: Razer)

It's not the first time this has been tried but Razer's is certainly one of the most innovative.



Essentially, it takes a Razer smartphone and docks it where the laptop's trackpad should be. And, you guessed it, the smartphone display becomes a trackpad. And it can also serve as a second

touch screen, in addition to the laptop's display.

5 OVERLOOKED CES ANNOUNCEMENTS THAT ACTUALLY MATTER

Best new smartphone: Honor View10

A sub-brand of Chinese device maker Huawei, Honor specializes in offering phones with higher-end specs at a relatively low price.

And the specs of the View10 are pretty impressive: a Huawei Kirin 970 AI processor, 6GB of RAM, 20MP+16MP dual-lens camera, a 6-inch display, and Android 8.0 – all for less than \$500.



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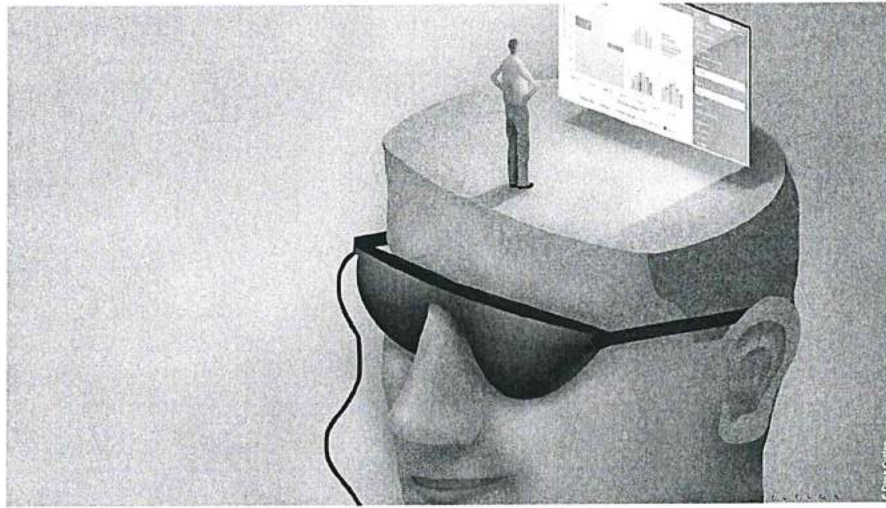
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AR Glasses: Coming Soon To A Face Near You



An attendee wears Vuzix Blade augmented reality glasses at the CES tech trade show in Las Vegas. (Bloomberg)



PATRICK SEITZ | 1/12/2018

On business trips, Pete Jameson gets odd looks from fellow airplane passengers when he's in his seat typing on a keyboard with no screen to be seen.

But Jameson is looking at a jumbo-size display, thanks to augmented reality glasses that project images for his eyes only. His headset looks like slightly oversized sunglasses and what he sees is not visible to others.

Jameson is chief operating officer of ODG, one of a host of companies pursuing the emerging market of augmented reality, or AR, glasses.

"I travel all the time and one of the cool-use cases for me personally is the ability to slip on a pair of glasses and wear my tablet," Jameson told Investor's Business Daily. "I can work on a plane with a rollout Bluetooth keyboard and get on Wi-Fi on a plane. Now I have a 100-inch screen that behaves just like my tablet does, that's totally private. Nobody can see what I'm doing."

Today we have information at our fingertips, but tomorrow it could be right at our eyeballs.

That's the promise of augmented reality. Instead of looking back and forth at your smartphone screen for navigation and other situational data, the information would be displayed in your field of vision using AR glasses.

Tech companies big and small are racing to take the lead in this new market, which is poised to be the next generation of mobile computing. **Apple (AAPL)**, **Microsoft (MSFT)** and Google parent **Alphabet (GOOGL)** are among the tech heavyweights developing products for this new computing paradigm.

The market for augmented reality glasses currently is focused on niche industrial and enterprise applications. Those applications usually have a compelling return on investment, making the purchase of headsets that cost a few thousand dollars each worthwhile.

AR Glasses: Privacy And Productivity

4/14/2019

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Commuter privacy and productivity likely will be one of the early consumer uses of AR glasses, said Jameson.

"How many times have you been traveling on a plane and you're trying to hold your mobile phone to see this little thing or you've got a tablet or a laptop and the person next to you looks at what you're doing or watching?" he said.

The nice part about the experience is that the AR glasses wearer is not disconnected from the environment as they would be with virtual reality goggles. With AR headsets, you can still see and hear what's happening around you, he said.

Jameson elicits some raised eyebrows when he's using a wireless keyboard with his AR glasses.

"The looks I get are like, 'Dude, what are you doing?' " he said.

For now though, Apple and Google are taking baby steps in the market by developing AR applications for their mobile operating systems for smartphones and tablets. Instead of overlaying digital information on a person's field of view with glasses, the information is presented over what the smartphone camera sees and is shown on the device's display.

To spur the market, Apple has come out with augmented reality software development tools called ARKit for the iPhone. Google has followed suit with ARCore for Android smartphones.

Adoption Still Low

Still, PricewaterhouseCoopers recently published survey data indicating that AR adoption among enterprises is relatively low at 10%. But 24% of enterprises report interest in investing in AR over the next three years.

By industrial market, automotive shows the most AR interest with 18% reporting investment in the technology today, and 31% planning over the next three years. Health care is another industry interested in AR glasses. Auto industry apps include AR-guided assembly and maintenance, while health care is using AR for graphical overlays in surgery.

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Most of the current AR headset makers, including Daqri, Meta, ODG and **Vuzix (VUZI)**, are focused on enterprise markets because the hardware is expensive, as are the software and services, IDC analyst Tom Mainelli said.

"They can see a clear path forward because companies will pay for this," he told IBD.

Augmented reality was a hot topic of discussion at the CES consumer electronics show, which ran Jan. 9-12 in Las Vegas. Companies like Vuzix, ThirdEye Gen, Skully Technologies and Solos Smart Glasses exhibited AR products at the massive trade show.

One company not at CES was closely watched startup Magic Leap. In December, it previewed its long-awaited AR smart glasses, called Magic Leap One. It expects to begin selling the hardware later this year, but hasn't announced pricing or a release date.

Research firm ARtillery Intelligence predicts that the enterprise market for AR will mushroom from \$829 million in 2016 to \$47.7 billion in 2021. It sees the consumer AR market surging from \$975 million in 2016 to \$15.8 billion in 2021.

The enterprise AR market will be fueled by headsets capable of all-day use with a quantifiable return on investment, ARtillery analyst Mike Boland said. He adds consumer AR will be driven by smartphone applications in the near term, then the rumored 2020 launch of Apple's smart glasses could shift the story to headsets.

There will be 505 million AR-compatible smartphones by the end of 2017 and 4.2 billion by 2020, ARtillery predicts. AR apps will help seed the market for the eventual introduction of smart glasses.

'Tween Tech'

Some useful AR apps for smartphones have emerged such as software for visualizing how furniture would look in your room before you buy it, IDC's Mainelli said.

Still, AR on smartphones is a "tweener tech," he said. "It's not optimum, but it will prove the use case."

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Apple CEO Tim Cook told a U.K. newspaper in October that he doesn't think the technology for AR glasses is ready yet. For instance, the field of view for the displays isn't big enough or of good enough quality, he said.

By putting AR capabilities into the iPhone, Apple has created a large addressable market for software developers today, Cook says.

"AR is going to change the way we use technology forever," Cook said on a Nov. 3 conference call with Wall Street analysts. "We're already seeing things that will transform the way you work, play, connect and learn."

For example, AR apps for education let students interact with virtual 3D models of the human body and solar system, he said. In addition to field of view, other challenges for consumer AR glasses include styling, battery life and the user interface.

In work settings, people aren't concerned about what AR glasses look like as long as they help them do their job better, Mainelli said. Commercial users also don't mind hooking their headsets up to an external battery pack or even a notebook computer, he said.

"Style is a big issue," Boland told IBD. "When you are asking someone to put something on their face, it's a large barrier to cross. AR glasses aren't there yet in terms of being small enough and sleek enough."

Google's Difficulties

Google experienced significant pushback several years ago when it introduced its Google Glass wearable heads-up display. The complaint was that Google Glass made people look like cyborgs.

Apple probably will spend the most time on the user interface, which could include voice commands, gestures and wireless hand controllers, Mainelli said.

The first iterations of Apple's AR glasses likely would be sold as peripherals to the iPhone. The glasses would offload processing and cellular connectivity to the iPhone to conserve battery life on the glasses and allow for smaller, lighter frames, Mainelli said.

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IDC predicts that shipments of AR headsets will reach 24.6 million units in 2021, up from a mere 162,000 units in 2016. In 2021, 83% of AR headsets will be for commercial applications, with the rest for consumer use, it said.

Enterprise customers are interested in devices that can save them time and money, ODG's Jameson said.

The application getting the most traction now is telepresence, he said. In this application, a worker in the field live-streams video from a camera built into the AR glasses to a remote expert who can help identify and solve problems with equipment. The expert can guide the worker verbally and by using visuals put in the worker's field of view.

Another major enterprise application of AR glasses is assistance. A worker with a pair of AR glasses can identify a piece of equipment using a bar code or wireless beacon and call up maintenance checklists and step-by-step repair instructions and videos.

When AR glasses make the leap to the consumer market, it is doubtful that people will wear them all the time, Jameson said.

"What we're likely to see in the consumer market in the beginning are very purposeful use cases," he said. That includes the commuter privacy example as well as cyclists who want hands-free turn-by-turn directions and other information about what's around them, such as coffee shops, restaurants and ATMs, he added.

"Certainly this is going to be a major category in the next three to five years from a consumer perspective," Jameson said.

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Augmented Reality Glasses Still 2-3 Years From Consumer Market



PATRICK SEITZ | 1/29/2018

Augmented reality will be a bigger deal than virtual reality eventually, but not for at least another eight years, according to Goldman Sachs.

In a new report, the investment bank said it sees augmented reality hardware and software sales rising to \$48.2 billion in 2025 from \$2.4 billion in 2018. Meanwhile, virtual reality hardware and software spending is forecast to reach \$59.1 billion in 2025, up from \$8 billion this year.

"While the current revenue opportunity represented by VR is several factors larger than that of AR, we expect that AR will ultimately become a larger market than VR given the potential of the technology to impact a broad spectrum of end markets, particularly both in the enterprise and consumer settings," Goldman Sachs said in a report to clients, titled "Extended Reality."

Key players in the mobile augmented reality market today include **Alphabet's (GOOGL)** Google, **Apple (AAPL)**, **Snap (SNAP)** and **Facebook (FB)**. Google and Apple are adding augmented reality capabilities to their smartphone platforms, while Snap and Facebook are creating AR software applications.

Augmented reality overlays digitally created content onto a user's real-world environment either using special eyeglasses or a smartphone's display and camera. By contrast, virtual reality headsets block out the real world with digital imagery and sound to simulate being somewhere else.

Companies making augmented reality headsets today are focused on enterprise applications for their devices. Those companies include Daqri, Magic Leap, Meta, ODG and **Vuzix (VUZI)**. Alphabet is participating in the market with an enterprise version of its Google Glass headset and **Microsoft (MSFT)** is developing its HoloLens headset.

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"To date, shipped units of AR glasses have largely been sold to developers, rather than consumers, given the nascent state of the ecosystem," Goldman Sachs said. It noted that enterprise adoption has been happening at a "gradual pace."

Trimble (TRMB) is another company developing AR applications for engineering and industrial customers. It has partnered with AR headset makers Microsoft, Daqri, Meta and others.

Consumer AR glasses are years from hitting the market because of technological limitations of the displays, processors and batteries required for a small headset.

"AR glasses are more likely to be 4-5 years out for Apple with others moving to deliver consumer attainable products in 2-3 years," Goldman Sachs said.

Bloomberg reported in November that Apple was targeting a 2020 release date for its first set of AR glasses.

Goldman Sachs thinks a release in 2022 or 2023 is more likely for Apple's smartglasses.

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To visualize the internet cloud, think of warehouse-sized data centers packed with computer servers and data storage systems. Then think of the cloud supply chain.

Companies such as **Intel (INTC)**, **artificial intelligence (AI) leader Nvidia (NVDA)** and **Micron Technology (MU)** sell chips built into servers. Fiber-optic device makers sell parts for high-speed communications networks. Seagate Technology sells solid-state data storage systems. **Arista Networks (ANET)** and **Cisco Systems (CSCO)** sell specialized network switches and routers that make the cloud superfast.

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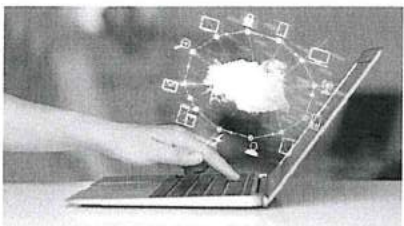
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Cloud computing services are new growth engines for AWS, Microsoft and Google. Companies rent their powerful computers and software platforms to process business workloads remotely via the web. Apple relies on cloud infrastructure for its fast-growing services business, whisking music and other content to iPhones.

Companies like **Salesforce.com (CRM)** that offer subscription-based software-as-a-services (SaaS) arrived before the term cloud computing was coined. Many SaaS companies are now working with AWS and other cloud vendors to reach new markets.

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ne minute **Dow Jones industrial average** component **Merck (MRK)** might be doing battle with fellow drugmaker **Bristol-Myers Squibb (BMY)** over drugs that can ward off cancer.



The next, biotech giants like **Amgen (AMGN)** and **Sanofi (SNY)** are tussling in court over the fate of cholesterol-busting drugs. Meanwhile, a company like **Gilead Sciences (GILD)** might be raked over the coals in Congress for charging \$1,000 a day to treat hepatitis.

It's a brave — and contentious — new world for pharmaceutical and biotechnology companies. It's a realm where science is trying to develop landmark medicines that cure cancer, hepatitis and other life-threatening illnesses.

All the while it does a delicate dance with Wall Street and regulators — balancing public health issues with the demands of shareholders. Investors will find it tricky to navigate the sector, as companies can rise and fall at the drop of a hat.